

6/26/18

Item 9

City of Santa Clara

Council Meeting

Item #9 - Discussion and Direction on Agreement for Convention and Visitor Services with Santa Clara Chamber of Commerce or Other Provider

June 26, 2018



Background

- Study Session on Convention Center Operations held in February 27, 2018
- Session led to additional Council inquiries, which resulted in follow-up meetings with Chamber in early April.
- Focus was on management of Convention Center operations, per agreement provisions.
- Separately, on May 22, 2018, Council directed an formal audit:

Direct the City Manager and City Attorney to begin a process of exploring a term sheet for a new agreement with the Chamber of Commerce for their management of the Convention Center; begin the process to execute a financial and performance audit of the Chamber; and that the management fee be suspended until such time that we can enter into a new agreement.

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POST MEETING MATERIAL



Management/Operations (April 2018)

- Review Chamber contracts for:
 1. Chamber Management of Convention Center (Management Fee)
 2. Chamber Agreement for CVB (expiring on June 30)

Note: Several information requests made and responded to, with some outstanding.

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Audit Objectives (May 2018)

- **Trend Analysis, Fiscal Health Review:** Assess revenues and expenditures for Convention Center over the past 10 years
- **Operational Assessment:** Assess adequacy of structures, systems, controls, and processes that impact financial management of the Convention Center (including CVB)

Note: Response to audit information request have been responded to, to our knowledge.



Current Status

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- Two agreements with the Santa Clara Chamber of Commerce:
 - Management agreement for the operation of the Santa Clara Convention Center; and
 - **Agreement to provide convention and visitor services promoting tourism in the City of Santa Clara and to market the Santa Clara Convention Center (CVB Agreement).**
 - Current agreement not to exceed \$1,461,601 expires June 30, 2018.

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CVB Agreement - Purpose

- Promote tourism and commerce in Santa Clara
- Provide group sales and marketing services for Convention Center
- Provide visitor information services
- Operate a City Store

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Chamber -- CVB Agreement

- Expires June 30, 2018 – Service disruption inevitable due to time required to execute a new contract
- Delays in receipt of information have impacted City's ability to assess status of Agreement, and whether to recommend or amend it. (We are advised that some information may have been forwarded inadvertently to the Auditor, not City)

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Chamber -- CVB Agreement

- City Council authorization to continue of services absent a contract agreement is **not** recommended
- Recent compliance from Chamber to provide full access to information for the purpose of inspection of operations and the Council directed audit have surfaced oversight issues (preliminary observations), e.g., conflicts, training, financial transactions, self-dealing/fee waivers and discounts, asset inventory, etc.
- Additional requests for information are pending.

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City Requested the Chamber's Conflict of Interest Policy



Conflict of Interest Policy

The purpose of this Conflict of Interest Policy is to protect the interests of the Santa Clara Chamber of Commerce & Convention Visitors Bureau. Each Officer, Board Member and staff member shall act in the best interest of the organization and disclose any conflicts of interest.

A conflict of interest exists when officers, board members or staff has a direct or indirect business, professional or personal situation or relationship that may influence or be perceived to influence the judgment or action of the officer, Board Member or staff when servicing the Santa Clara Chamber of Commerce & Convention Visitors Bureau. Such conflicts of interest include, but are not limited to personal and professional affiliations and business dealings.

All real or perceived conflicts of interest will be disclosed to the appropriate level of authority necessary for consideration, resolution and direction.

Officers, Board Members and staff will be required to sign a conflict of interest form.

Conflict of Interest Form

I have read and understand the Conflict of Interest Policy, and understand that it is my obligation to act in a manner that promotes the best interest of the Santa Clara Chamber of Commerce & Convention Visitors Bureau and to avoid conflicts of interest when making decisions and taking actions on behalf of the Santa Clara Chamber of Commerce & Convention Visitors Bureau.

I agree to disclose to the proper level of authority any real or perceived conflicts of interest that may arise during the course of my tenure with the organization.

Additionally, I agree to abide by the direction and decision rendered by the Santa Clara Chamber of Commerce & Convention Visitors Bureau.

Name (print) _____

Signature _____

Date _____

▲ Santa Clara Chamber of Commerce & Convention Visitors Bureau ■■■
1515 W. Barton Avenue, Santa Clara, CA 95050 & 408.344.9600 & fax 408.344.9772 & www.sccvb.org

CONFLICT OF INTEREST DISCLOSURE FORM

Date: _____

Name: _____

Position (employee/volunteer/director): _____

Please describe below any relationships, transactions, positions you hold (volunteer or otherwise), or circumstances that you believe would contribute to a conflict of interest between the Santa Clara Chamber of Commerce & Convention Visitors Bureau and your personal interests, financial or otherwise:

_____ I have no conflict of interest to report

_____ I have the following conflict of interest to report (please specify other non-profit and for-profit boards you lead your spouse sit on, any for-profit businesses for which you or an immediate family member are an officer or director, or a majority shareholder, and the name of the employer and any businesses you or a family member own):

1. _____

2. _____

3. _____

I hereby certify that the information set forth above is true and complete to the best of my knowledge. I have reviewed, and agree to abide by, the Policy of Conflict of Interest of the Santa Clara Chamber of Commerce & Convention Visitors Bureau.

Signature: _____

Date: _____

▲ Santa Clara Chamber of Commerce & Convention Visitors Bureau ■■■
1515 W. Barton Avenue, Santa Clara, CA 95050 & 408.344.9600 & fax 408.344.9772 & www.sccvb.org



Chamber Conflict of Interest Policy

- "A conflict of interest exists when officers, board members or staff ha a direct or indirect business, professional or personal situation or relationship that may influence or be perceived to influence the judgment or action of the officer, Board Member or staff when servicing the Sat Clara Chamber of Commerce & Convention-Visitors Bureau..."
- "All real or **perceived conflicts of interest** will be disclosed to the appropriate level of authority necessary for consideration, resolution and direction."

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From: Santa Clara Chamber of Commerce <alice.martinez@santacleara.org>
Date: March 12, 2018 at 1:04:07 PM PDT
To: <chambers@santacleara.org>
Subject: Event Update: Power Planning Initiative, Golf Tournament & more!
Reply-To: <alice.martinez@santacleara.org>

Shaping the Future of Santa Clara | Visit santaclearachamber.com Today

EVENT SPOTLIGHT

Santa Clara Chamber PAC: Golf Tournament

Thursday, May 3
7:30 AM - 5:30 PM
Punerridge Golf Club

We invite you to play GOLF &
limited spots are available

Admission includes:

- Course Fees
- Lunch - Spread of local
champion, Pils and
vegetables
- Dinner - Hamburgers, hot
dogs, chicken and
vegetarian options

**Punerridge
Golf Club**
Sponsors provided
the clubhouse, bar, and
restroom facilities
for the day. 10000
Santa Clara, CA

From: Santa Clara Chamber of Commerce <alice.martinez@santacleara.org>
Date: April 5, 2018 at 1:01:06 PM PDT
To: <chambers@santacleara.org>
Subject: Santa Clara named No. 2 City for Women Entrepreneurs!
Reply-To: <alice.martinez@santacleara.org>



Shaping the Future of Santa Clara | Visit santaclearachamber.com Today



BUSINESS.ORG RESEARCH

39% of all US businesses are
owned by women. [Business.org](http://business.org)
examined five key metrics, and
their research found that Silicon
Valley (San Jose-Sunnyvale-Santa
Clara) ranked as the No. 2 City for
women-owned businesses!

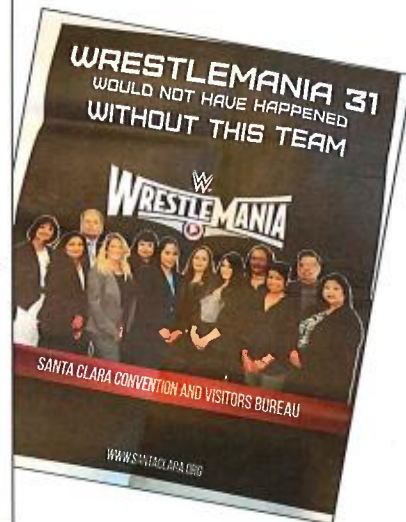
ADVERTISEMENT



Santa Clara Chamber PAC Golf
Tournament

On May 3rd, the SCC PAC is hosting a
Golf tournament. It will be held at
the Punerridge Golf Course and
players will go through this 9 hole
twice. The price of admission
includes unlimited food and
beverages.

REGISTER NOW





Conflict of Interest

- Significant delay in Chamber's ability to demonstrated compliance with its Conflict of Interest Policy and Board's execution of Policy, despite multiple requests for this information over time
- Chamber has responded to City's request for how these actions comply with their Conflict of Interest policy, under review and audit. As of June 25, Chamber has confirmed that the City has all executed Conflict of Interest Policy statements from the Board (irregular observations of maintenance of documents)
- Response appears to illustrate a incomplete understanding of the complexities of managing public funds and facilities, possible conflicts of interests

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Conflict of Intrest

- For Tax Years 2009, 2010, 2011, 2012, 2013, 2014, 2015
 - Federally Filed 990s – Return of Organization Exempt From Income Tax – Chamber "under penalty of perjury" states that it does not have a Conflict of Interest Policy
- City inquired about Board training, Form 700, and policies relative to managing real or perceived conflicts

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Reporting Year July 1, 2016- June 30, 2017

Form 990 (2016)

Page 6

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒

Section A. Governing Body and Management

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Did the organization have local chapters, branches, or affiliates?		No
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	Yes	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13		No
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
12b		
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done		
12c		
13 Did the organization have a written whistleblower policy?		No
14 Did the organization have a written document retention and destruction policy?		No

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Audit Observation #1

- There is a long standing practice (since the Convention Center opened) that the Chamber, on its own initiative, grants **20% discounts to all chamber members** that rent convention center space.

*Note: This could be viewed as irregular and without a stated policy or the **disclosure** or concurrence of the city. Potential lost revenue to the City and potential conflicts.*

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Audit Observation #2

- There is preliminary evidence that the Chamber **grants itself complete discounts on space rental for Chamber events and only pays for food and beverage**, including major Chamber fund-raising events, providing significant value to Chamber.

*Note: This could be viewed as irregular and without a stated policy or **the disclosure or** concurrence of the city. Potential lost revenue to the City and potential conflicts.*

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Preliminary Observations

- It is important to understand that these observations are **preliminary** and do not yet constitute formal audit findings, but we believe it is possible (maybe likely) that document production and audit analysis will substantiate these observations and more.
- **The absence of disclosure of these practices in the required reporting is of concern to City. The magnitude of lost revenue to the City is unknown, and potential conflicts is TBD.**

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Free Use Examples Under Examination

- City of Santa Clara (City owned facility)
- Santa Clara Chambers Political Action Committee
- Hyatt Hotel
- 49ers Foundation
- CVB (weddings and graduations)
- Chamber (Pyramid dinner and meetings)
- Mission City Community Fund

The number of events booked and discounted to \$0 ranges from 30 to 75 events across the years.

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Form 990 – Revenue (rent for real property)

- Open discussion item on rental income

Year	990	CVB Contract
July 1, 2013 – June 30, 2014	\$ 46,108	\$91,232
July 1, 2014 – June 30, 2015	\$ 45,158	\$91,232
July 1, 2015 – June 30, 2016	\$ 44,492	\$91,232
July 1, 2016 – June 30, 2017	\$ 44,375	\$91,232

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Reporting Year July 1, 2016- June 30, 2017

Form 990 (2016)

Page **9**

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII ☐

	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
3 Investment income (including dividends, interest, and other similar amounts) * * * * *	1,629			1,629
4 Income from investment of tax-exempt bond proceeds ▶				
5 Royalties * * * * *				
6a Gross rents				
(i) Real				
(ii) Personal				
44,375				
b Less rental expenses				
20,422				
c Rental income or (loss)				
23,953				
d Net rental income or (loss) * * * * *	23,953		23,953	

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City Concerns

- Disclosure of information to the City, with related loss of revenue
- No Chamber policy outlining fee waivers and/or discounts, City has never been presented with a policy to consider nor does the agreement permit this activity
- Chamber action to benefit Board/members may constitute self-dealing
- Value of lost revenue is unknown, City staff has requested reports
- Possible FPPC issues (SCCPAC)

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City Concerns

- Board and Chamber staff training on management of public funds and facilities -- Chamber Board meeting minutes suggest loose oversight
- Board and Chamber staff training and ability to manage, and prevent, conflicts or appearance of
- Board/Chamber staff position on asset inventory, and City's inability to understand magnitude of assets

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CVB Agreement – July 1, 2018

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Policy Alternatives

1. Maintain the Status Quo: Execute a One-Year Agreement
2. Allow Agreement to Expire and Direct the City Manager to Seek Another Provider for These Services and Execute Contracts
3. Direct City Manager to Negotiate and Execute a Bridge Agreement to:
 - a) Transition to another provider or
 - b) Determine Long Term Agreement Terms with the Chamber
4. Any Other Action Determined by the City Council

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**City of
Santa Clara**





**City of
Santa Clara**
The Center of What's Possible

AGENDA ITEM #: 9

AGENDA REPORT

Date: June 26, 2018

To: City Manager

From: Executive Assistant to the Mayor & City Council

Subject: Correspondence received regarding Item #9. – Convention and Visitor's Bureau (CVB)

From Wednesday afternoon, June 20, 2018 through Tuesday evening, June 26, 2018 at 5:00 pm, the Mayor & Council Offices have received the attached communications regarding Item #9.

A handwritten signature in blue ink, appearing to read "Lynn Garcia".

Lynn Garcia
Executive Assistant to the
Mayor & City Council

Documents Related to this Report:

- 1) *Communications received*

L:\Agenda Reports & Memos\Communications Received Memos\06/262018 – Convention and Visitor's Bureau (CVB)

POST MEETING MATERIAL

06/26/18

#19

Lynn Garcia

From: Mayor and Council
Subject: FW: Request for 4 month bridge contract to continue for Santa Clara Chamber to continue to manage convention bureau

From: Rena Flovin [<mailto:rflovin@allianceoccmed.com>]
Sent: Monday, June 25, 2018 2:52 PM
To: Mayor and Council
Subject: Request for 4 month bridge contract to continue for Santa Clara Chamber to continue to manage convention bureau

Dear City Council –

We respectfully request the City of Santa Clara establish a 4 month bridge contract to continue to allow the Santa Clara Chamber to manage the convention bureau which it has successfully done for decades. It doesn't seem to make any sense to let the contract expire, close the convention center and not allow time for the consultants to make recommendations. Our business in Santa Clara would be negatively impacted by the convention center closing unnecessarily if the contract is allowed to expire instead of setting up a bridge contract.

Please let me know if you need additional information.

Rena Flovin
Vice President
Alliance Occupational Medicine
2737 Walsh Avenue | Santa Clara, CA | 95051
1901 Monterey Road, Suite 10 San Jose, CA | 95112
315 S. Abbott Avenue | Milpitas, CA | 95035
(408) 228-0455 office | (669) 254-4750 fax
www.allianceoccmed.com | rflovin@allianceoccmed.com



Like us: www.facebook.com/AllianceOccMed

Next Seminar: July 25, 2017
Click on link below to register.
[Understanding Workers' Compensation & Following Best Practices](#)

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Lynn Garcia

From: Mayor and Council
Subject: FW: CVB Funding

From: Angela Walker [<mailto:awalker@juniper.net>]
Sent: Monday, June 25, 2018 3:24 PM
To: Mayor and Council; Deanna Santana
Subject: CVB Funding

Dear Mayor and Council:

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitors spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding for a minimum 4 month time period as recommended by the City Manager.

Sincerely,

Angela Walker

Executive Associate

Ph: 408-936-1002 | Fx: 408-936-3192
Email: awalker@juniper.net
www.juniper.net

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Lynn Garcia

From: Mayor and Council
Subject: FW: From A HOTEL OWNER in Santa Clara CA

-----Original Message-----

From: Sam Patel [<mailto:sampatelca@aol.com>]
Sent: Monday, June 25, 2018 3:18 PM
To: Mayor and Council
Subject: From A HOTEL OWNER in Santa Clara CA

Hello Mayor and council members:

I am writing to you in hopes of getting clarification on the Visitors and chamber vendors for Santa Clara. Is the city looking for a new vendor for purposes of marketing to bring more conventions and events to Santa Clara or are they eliminating this altogether? Please advise

Sam Patel
Hotel Stratford Santa Clara
925 895 3287

Sent from my iPad

Lynn Garcia

From: Mayor and Council
Subject: FW: Support CVB Funding

From: Angela Walker [<mailto:awalker@juniper.net>]
Sent: Monday, June 25, 2018 3:29 PM
To: Mayor and Council; Deanna Santana
Subject: Support CVB Funding

Dear Mayor and Council:

Subject: Support CVB Funding

Dear Mayor and Council:

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local

businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.

Sincerely,


Executive Associate

Ph: 408-936-1002 | Fx: 408-936-3192
Email: awalker@juniper.net
www.juniper.net

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Lynn Garcia

From: Mayor and Council
Subject: FW: For Our Chamber Business Community

From: ivy.ding@powermdt.com [<mailto:ivy.ding@powermdt.com>]
Sent: Monday, June 25, 2018 3:43 PM
To: Mayor and Council
Subject: For Our Chamber Business Community

Hello Mayor and Council,

I work at a business that is operated in Santa Clara and I have a vested interest in ensuring the success of Santa Clara. I am writing regarding item 18-868 on the City Council agenda tomorrow night. I support the recommended 4 month bridge contract to allow for the City's consultants to finalize their reports and make a recommendation. The alternative recommendation to let the contract expire would be detrimental to many businesses that rely on visitor spending. This would also cause a reduction in the City's TOT Tax which is a major revenue stream for the City who is entering into a deficit. Thank you for your time and consideration.

Thanks,

Ivy

Lynn Garcia

From: Mayor and Council
Subject: FW: Support CVB Funding

From: Peter Hart [<mailto:Peter.Hart@hilton.com>]
Sent: Monday, June 25, 2018 4:14 PM
To: Mayor and Council; Deanna Santana
Subject: Support CVB Funding

Dear Mayor and Council:

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitors spend to the City and its local businesses. Further, the CVB generates vital transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding for a minimum 4 month time period as recommended by the City Manager.

Sincerely,

Peter Hart



PETER HART | General Manager

Embassy Suites Santa Clara - Silicon Valley
2885 Lakeside Drive, Santa Clara, CA 95054
Direct: 408-845-7204
www.santaclara.embsuites.com
Facebook | Twitter

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Lynn Garcia

From: Mayor and Council
Subject: FW: URGENT: City Council agenda tomorrow nigh

From: Avi Gingold [<mailto:avi@gingold.name>]
Sent: Monday, June 25, 2018 4:16 PM
To: Mayor and Council
Subject: URGENT: City Council agenda tomorrow nigh

Hello Mayor and Council,

I operate a business in Santa Clara and I have a vested interest in ensuring the success of Santa Clara. I am writing regarding item 18-868 on the City Council agenda tomorrow night. I support the recommended 4-month bridge contract to allow for the City's consultants to finalize their reports and make a recommendation. The alternative recommendation to let the contract expire would be detrimental to many businesses that rely on visitor spending. This would also cause a reduction in the City's TOT Tax which is a major revenue stream for the City who is entering into a deficit. Thank you for your time and consideration.

With much appreciation,

Avi Gingold
LegalShield
(408) 230-9106
www.GuardMyID.net

Lynn Garcia

From: Mayor and Council
Subject: FW: Support CVB Funding

From: 122 Philip Jaw [<mailto:Philip.Jaw@HHG-Hotels.com>]
Sent: Monday, June 25, 2018 4:50 PM
To: Mayor and Council; Deanna Santana
Subject: Support CVB Funding

Dear Mayor and Council:

I had the pleasure of working very closely with the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara* when I worked at the Hyatt Regency Santa Clara from 2010 – 2014 as a Senior Sales Manager and brought in large Corporate programs for the city.

I strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.

Best regards,

Philip Jaw | Area Director of Sales
[Residence Inn San Jose Airport](#) | [SpringHill Suites San Jose Airport](#) | [Courtyard San Jose Campbell](#)
M: 650-793-7422 | **E:** philip.jaw@hhg-hotels.com

Lynn Garcia

From: Mayor and Council
Subject: FW: Santa Clara Visitor's Bureau and the Chamber of Commerce

From: Karen Mathews Radau [<mailto:karen@smallbizhrservices.com>]
Sent: Monday, June 25, 2018 5:20 PM
To: Mayor and Council
Subject: Santa Clara Visitor's Bureau and the Chamber of Commerce

Dear Honorable Mayor Gilmore and Council members,

I cannot attend the City Council meeting scheduled for June 26 however, I am asking you to consider the consequences to the local businesses and to the City's tax base by requiring an RFP at this point and closing the Visitor's Bureau. In other larger government agencies, e.g. NASA, DOE, etc., it is typical for the current contract holder to have their contract extended until the RFP process is completed, a new contract award is made and then a transition is done. I'm personally aware this is standard procedure to prevent service interruptions and have seen it extend for as long as 2 years.

If it is appropriate and correct for an RFP and the subsequent process is the right thing to do, please do so. I'm asking that business be allowed to continue until such time that the entire RFP process be completed. There is too much at stake for Santa Clara businesses and the loss of tax dollars.

Kind regards,

Karen Mathews Radau, CEO



408-834-9069

www.smallbizhrservices.com

www.linkedin.com/in/karenmmathews

Be in touch to schedule your free 60 minute consultation and have your questions answered.

Lynn Garcia

From: Mayor and Council
Subject: FW: Support CVB Funding

From: BRUCE SHEPHERD [<mailto:bshepherd00@yahoo.com>]
Sent: Monday, June 25, 2018 5:45 PM
To: Mayor and Council; Deanna Santana; BRUCE SHEPHERD
Subject: Support CVB Funding

Dear Mayor and Council:

I strongly support continued funding for the Convention and Visitors Bureau (CVB) doing business as ***Visit Santa Clara***. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City. The CVB is the sole entity in Santa Clara that promotes and sells the City, the economic impact of the efforts of the CVB cannot be called into question nor denegated by any member of the City Council. Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting this city and attracting visitors and convention delegates to our destination.

Sincerely,

Bruce Shepherd

Lynn Garcia

From: Mayor and Council
Subject: FW: Convention Center

-----Original Message-----

From: Bob Ricks [<mailto:rwrincal@aol.com>]
Sent: Monday, June 25, 2018 6:34 PM
To: Mayor and Council
Subject: Convention Center

Please extend the contract. The Chamber always did a great job.

Bob Ricks
Chair SC Chamber of Commerce
2006-2007.

Lynn Garcia

From: Mayor and Council
Subject: FW: Please Support CVB Funding

Importance: High

From: Covey, Sharon [<mailto:sharon.covey@santaclara.org>]
Sent: Monday, June 25, 2018 7:09 PM
To: Mayor and Council
Cc: Deanna Santana
Subject: Please Support CVB Funding
Importance: High

Dear Mayor Gillmor & Council,

As a quick introduction... I have worked in the Hospitality industry for over 30 years and I'm currently employed as a Sales Manager with the Santa Clara Convention and Visitors Bureau (CVB). The groups I bring to Santa Clara have a significant economic impact.

In the seven years I've been selling Santa Clara, I have been able to educate our Association and SMERF markets for the benefit of Santa Clara. We compete with San Jose and many surrounding cities and without representation of Santa Clara, we will lose our clients to other cities.

Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.

As a side note... I am a native of Santa Clara and I love selling my City!

Thank you for your consideration.

Sharon

Follow us...



Sharon Covey, CMP | National Sales Manager

Visit Santa Clara

1850 Warburton Avenue

Santa Clara, CA 95050

Direct: 408.380.1242 | Mobile: 530.693.1878 | Main: 408.244.9660

sharon.covey@santaclara.org | www.santaclara.org

Lynn Garcia

From: Mayor and Council
Subject: FW: From A HOTEL OWNER in Santa Clara CA

-----Original Message-----

From: Sam Patel [<mailto:sampatelca@aol.com>]
Sent: Monday, June 25, 2018 3:18 PM
To: Mayor and Council
Subject: From A HOTEL OWNER in Santa Clara CA

Hello Mayor and council members:

I am writing to you in hopes of getting clarification on the Visitors and chamber vendors for Santa Clara. Is the city looking for a new vendor for purposes of marketing to bring more conventions and events to Santa Clara or are they eliminating this altogether? Please advise

Sam Patel
Hotel Stratford Santa Clara
925 895 3287

Sent from my iPad

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Lynn Garcia

From: Mayor and Council
Subject: FW: Visitors Bureau

From: william.maloney@spectra-physics.com [<mailto:william.maloney@spectra-physics.com>]
Sent: Tuesday, June 26, 2018 9:06 AM
To: Mayor and Council
Subject: Visitors Bureau

To the Mayor and Council,

I support a Four Month Bridge Contract. We want to keep Santa Clara in full view as a City that can meet the needs of many Groups, and Organizations as a Host Destination with many different options. Also not to let possible visitors lose sight of Santa Clara as a destination City. Four months can allow many people and organizations to lose focus on that message. Allow a four Month Bridge Agreement.

William Maloney



Director: Global Facilities
MKS Instruments Inc.
Spectra-Physics
3635 Peterson Way
Santa Clara, CA 95054-2809
Office Phone: (408)980-5966. Mobile Phone: 650-464-5737
william.maloney@spectra-physics.com
www.spectra-physics.com

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Lynn Garcia

From: Mayor and Council
Subject: FW: Santa Clara CVB

From: Brubaker, Mary Lynn (SJCXC) [<mailto:marylynn.brubaker@hyatt.com>]
Sent: Tuesday, June 26, 2018 9:22 AM
To: Mayor and Council
Cc: Deanna Santana
Subject: Santa Clara CVB

Dear Mayor and Council:

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local

businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.

Sincerely,
Mary Lynn Brubaker

Mary Lynn Brubaker
Director of Sales

Hyatt House™ Santa Clara
3915 Rivermark Plaza, Santa Clara CA 95054
T: 408-486-0800 ext.0 F: 408-970-9129 E: marylynn.brubaker@hyatt.com
<http://www.santaclara.house.hyatt.com>

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Lynn Garcia

From: Mayor and Council
Subject: FW: Agenda, City Council: 8. 18-868: Discussion & Direction on CVB with Chamber

From: smtp.gmail.com [<mailto:dwestsfo@gmail.com>]
Sent: Tuesday, June 26, 2018 9:52 AM
To: Mayor and Council; Deanna Santana
Cc: Donna West
Subject: Agenda, City Council: 8. 18-868: Discussion & Direction on CVB with Chamber

Dear Mayor and Council, and City Manager Santana:

I am woman-owned business in the City of Santa Clara and with a prominent focus in our hospitality and tourism industry since 2000, when I created my marketing, media, and tourism businesses.

As many of you are aware, it is not easy to run this type of business in our Silicon Valley technology industry focus region. Even though many clients are from the technology industry.

People do not always take me seriously when they hear what my industry is. Yet, the economic need is more evident now as many of these hospitality and tourism businesses are simply moving outside our area because of high costs and expenses of our region.

I support The Santa Clara Convention & Visitors Bureau (CVB) dba Visit Santa Clara and Santa Clara Convention Center influence – and frankly, this focus is my bread and water, using their connections for my multiple income sources helping me pay for the high cost/rent in our city.

My recommendation for a study during this interim funding:

- Ensure the correct procedures and approvals are in place going forward in regard to the funding. And, that we have the monthly checks and balances in place so we know how this funding is used by the three entities. Monthly Financial statements should be readily available.

- Chamber of Commerce concerns – the formation of the Chamber of Commerce PACT in 2010 and what are they providing for our city?

- Should we separate the Chamber of Commerce from the activities of CVB and Convention Center going forward? Our CVB and Convention Center are well run and even with a profit now.

I know the CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City.

Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This interim period provides time to examine recommendations with a study mentioned above.

This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination,

And it pays it forward to micro small businesses like mine in our beloved city.

Sincerely and with Smiles Donna West

Lighthouse Travel & Tours & DW Consulting

dwestsfo@gmail.com

Lynn Garcia

From: Mayor and Council
Subject: FW: I support the SC CVB

From: Tina Walters [<mailto:tinawalters2012@gmail.com>]
Sent: Tuesday, June 26, 2018 11:23 AM
To: Mayor and Council
Cc: annette.manhart@santaclara.org
Subject: I support the SC CVB

Dear Mayor and Council:

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding **of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.**

Sincerely,

Best regards,
Tina Walters

Sent from my iPhone
If you change nothing, nothing will change....

Lynn Garcia

From: Mayor and Council
Subject: FW: In Support of CVB Funding

From: Rita Vanderaa [<mailto:rita@explorepublishing.com>]
Sent: Tuesday, June 26, 2018 1:12 PM
To: Mayor and Council
Cc: Deanna Santana; David Andre
Subject: In Support of CVB Funding

Dear Mayor and Council:

As president of Explore Publishing, I strongly support continued funding for the Convention and Visitors Bureau (CVB), dba Visit Santa Clara.

The visitor market provides a huge economic impact to the area, spending millions of dollars locally. It clearly makes sense to tap into this market as effectively as possible, something the CVB has the experience in doing.

Not only does the CVB generate transient occupancy and sales tax revenue for the City of Santa Clara, but it directs this visitor spending to the businesses in Santa Clara.

Having worked directly with the CVB in collaboration with our area visitor guides for many years now, I can testify to the excellent job the bureau has done in promoting the city as a destination for both visitors and convention delegates.

I urge you to continue the funding of the CVB—most certainly at least for the minimum 4-month time period as recommended by the City Manager.

Sincerely,
Rita

RITA VANDERAA
Explore Publishing, Inc.
617 Veterans Blvd., Suite 213
Redwood City, CA 94063
650.366.6099
dineshopplay.com

Lynn Garcia

From: Mayor and Council
Subject: FW: Santa Clara Convention & Visitors Bureau--Visit Santa Clara

From: Lsdiscover [<mailto:lsdiscover@aol.com>]
Sent: Tuesday, June 26, 2018 12:27 PM
To: Mayor and Council; Deanna Santana
Subject: Santa Clara Convention & Visitors Bureau--Visit Santa Clara

Dear Mayor Gilmore and City Council Members.

As Sales Director of the monthly Discover Silicon Valley visitor guide for over 40 years, I have long worked with the Convention and Visitors Bureau under the Director of the Santa Clara Chamber of Commerce. This relationship goes back to when Betty Hanks was CEO of the chamber, followed by Steve VanDorn, both of whom I worked with closely over the years in promoting Santa Clara to the visitor market.

I always felt the relationship of the Chamber and the CVB was critical in promoting the wide range of businesses of Santa Clara. When Discover Silicon Valley was first published in 1975, there was no Great America, no Convention Center, no Levi's Stadium. I have witnessed the transformation of the City of Santa Clara into a visitor destination, and been impressed with the job the CVB has done to promote the area not just regionally but also internationally.

The economic impact of the visitor dollar is of crucial importance to the businesses of Santa Clara, and I strongly urge the City Council to continue the funding of the CVB.

Sincerely,
Lillian Scoyen
Sales Director
DISCOVER SILICON VALLEY
650-327-5007

Lynn Garcia

From: Mayor and Council
Subject: FW: Support CVB Funding

From: Ipek Negiz [<mailto:ipeknegiz@gmail.com>]
Sent: Tuesday, June 26, 2018 12:22 PM
To: Mayor and Council; dsantana@santaclaraca.gov
Subject: Support CVB Funding

Dear Mayor and Council,

As a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau (CVB) dba *Visit Santa Clara*. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City. Please extend FY 2018-19 funding of the CVB for a minimum 4-month time period as recommended by the City Manager. This funding will provide for the continued work of the CVB in promoting our city and attracting visitors and convention delegates to our destination.

All the best,
Ipek Negiz

Lynn Garcia

From: Mayor and Council
Subject: FW: Santa Clara CVB & Convention Center

From: president@siliconvalleyconcierge.com [<mailto:president@siliconvalleyconcierge.com>]
Sent: Tuesday, June 26, 2018 11:24 AM
To: Mayor and Council
Subject: Re: Santa Clara CVB & Convention Center

I have been working with the Santa Clara CVB and Convention Center for the past 20 years. I am amazed that the City of Santa Clara "city council members" would even consider not providing them with the management fee needed in order for them to continue. They are a necessary organizations that only benefit the City of Santa Clara and offer the citizens, businesses and tourists the very best.

I understand your consideration of the problems involving the Santa Clara Chamber in all this mess! They are ones that are causing the problems, how could one even think about having their current president run either organization. He has no past interest in the Hospitality Industry at the age of 27 who does?

Please recommend that the Santa Clara CVB and Convention Center continue as they have with your guidance and let the chamber go as did San Jose with Team San Jose and the SEPARATE chamber.

Thank you for your consideration,
Mori Mandis



Mori Mandis
Silicon Valley Concierge Association
SVCA, President
P.O. Box 2545
Saratoga, CA 95070
President@siliconvalleyconcierge.com
www.siliconvalleyconcierge.com
Cell: 408.218.MORI

Lynn Garcia

From: Mayor and Council
Subject: FW: KP Letter RE: Agenda Item 9 CVB
Attachments: City of Santa Clara Item 9 CVB 6.26.18 KP Letter.pdf

From: Hanh X. Nguyen [<mailto:Hanh.X.Nguyen@kp.org>]
Sent: Tuesday, June 26, 2018 3:02 PM
To: Mayor and Council; Genevieve Yip
Subject: KP Letter RE: Agenda Item 9 CVB

Dear Mayor and Council team (and Genevieve):

Please accept this letter on behalf of Kaiser Permanente and Chris Boyd, Senior Vice President. He regrets he cannot attend the Council Meeting tonight due to an out of town work conflict. Kaiser Permanente wishes to express our thoughts regarding Item 9 on tonight's agenda. We hope you will be able to share this letter with Mayor Gillmor and the rest of Council prior to the meeting and discussions tonight.

Please let me know if you have any questions.

Thank you!
Hanh



HANH NGUYEN
Community & Government
Relations Manager

19000 Homestead Road
Cupertino, CA 95014
(408) 366-4014

visit our website at: FAX: (408) 366-4182
<http://www.kp.org/sanjose>
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June 26, 2018

Mayor Lisa Gillmor and City Council
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

RE: Council Agenda Item 9 Discussion and Direction on the Agreement for Convention and Visitor Services with Santa Clara Chamber of Commerce for the Convention-Visitors Bureau (CVB) or Other Provider

Dear Mayor Gillmor and Members of the City Council:

On behalf of the 5,600 employees at Kaiser Permanente Santa Clara Medical Center, I am writing to express our thoughts regarding the agreement for the operation of a Convention and Visitors Bureau. We appreciate City staff seeking input from the business community on this issue.

We are concerned about the potential negative impact on the local business community, and their employees and families. For each month the Visitors Bureau is not operational, estimates show a loss of approximately \$7.5 million out of Santa Clara businesses. This loss of revenue not only impacts businesses, but also the working families employed by these businesses.

Kaiser Permanente, like the City of Santa Clara, believes in transparency and accountability. We urge all parties involved to come together to find an open and fair solution that will not harm our local families but also promote a thriving economy for years to come.

I am respectfully requesting that Council allow for the hired experts to finish their reports and make a recommendation prior to making major changes that would have unintended negative impacts on the local economy.

Thank you considering Kaiser Permanente's perspective on this issue.

Sincerely,

A handwritten signature in black ink that reads "Chris".

Chris Boyd
Senior Vice President & Area Manager
Kaiser Permanente Santa Clara Medical Center

cc: Deanna Santana, City Manager

Lynn Garcia

From: Mayor and Council
Subject: FW: Please Support CVB Funding

From: Lidiya Harvey [<mailto:lh Harvey@eatpuesto.com>]
Sent: Tuesday, June 26, 2018 4:29 PM
To: Mayor and Council; Deanna Santana
Subject: Please Support CVB Funding

Dear Honorable Mayor Gillmor and City Council members,

I write to you on behalf of Puesto. As a well-established business in Southern California, we thought critically about the location of our first Bay Area restaurant. We ultimately chose Santa Clara because of its growth, landmarks, community and the strong tourism push of the Convention and Visitors Bureau (CVB) dba Visit Santa Clara. In our short time in the area, the CVB has been vital in helping us grow our business and we have already experienced numerous benefits thanks to the CVB. Due to their support and marketing efforts, we recently were able to secure more than 600 attendees to our grand opening. We credit much of that success to the CVB.

We foresee many more opportunities they can provide us to help grow and expand our business. Therefore, as a Santa Clara hospitality business, we strongly support continued funding for the Convention and Visitors Bureau. The CVB provides a direct economic impact in generating millions of dollars in visitor spending to the City and its local businesses. The CVB also generates transient occupancy and sales tax revenue for the City.

We strongly urge you to extend FY 2018-19 funding for a minimum 4-month time period as recommended by the City Manager so that other Santa Clara businesses like us can grow and thrive.

Respectfully,

Lidiya Harvey

Director of Brand Strategy,

Puesto



Lidiya Kravchuk Harvey / Director of Brand Strategy
lh Harvey@eatpuesto.com / 858.922.0544

Puesto
www.eatpuesto.com



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